

2008 MECHANICAL SPECS

CRUISING WORLD & SAILING WORLD DIGITAL REQUIREMENTS

Cruising World and **Sailing World** use a digital workflow and we require that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

Preferred Format: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

Accepted Formats: InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org.

To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output"

Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

Ad Sizes: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

Fonts: All native format files must be accompanied by the screen and printer fonts used in those files. Apple Truetype fonts should not be used. Black type on white background should be defined as 100% black ONLY.

Photos: All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

Graphics: TIFF, EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS)

Proofs: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof

Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Media Transfer: CD-ROM, DVD

Electronic Transmissions: Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads.

We do not accept ads via e-mail.

For More Detailed Digital Information: Contact your *Cruising World* or *Sailing World* ad services manager at 401-845-5124.

Electronic files are stored for one year only, unless otherwise requested in writing.

Binding For Cruising World: Perfect

Binding For Sailing World: Saddlewire

Inserts: Consult your advertising representative.

Production and prepress services are available; rates upon request.

SHIPPING INFORMATION

Questions? Please contact your advertising Services Manager at (401) 845-5124

For ALL Brokerage ads and any ads requiring design/ production services, please submit photos, copy, materials, and logos. Production charges will be billed. E-mail to adservice@crusingworld.com or adservice@sailingworld.com or ship to:

Cruising World or Sailing World (Please Specify)

Advertising Services Manager

55 Hammarlund Way
Middletown, RI 02842
401-845-5124

If production services are required, material must be received one week prior to the normal closing date.

Final ad material (ready to print), ship to:

RR Donnelley & Sons
Lancaster Premedia Center
Attn: Cruising World or Sailing World (Please Specify)
Ad Management Module
216 Greenfield Road
Lancaster, PA 17601
717-481-2851

CRUISING WORLD 2008 SCHEDULE

	SPACE CLOSE DATE	MATERIAL DUE DATE	ON-SALE DATE
JAN	11/08/07	11/14/07	01/01/08
FEB	12/06/07	12/11/07	01/29/08
MAR	01/10/08	01/15/08	02/26/08
APR	02/08/08	02/13/08	03/25/08
MAY	03/07/08	03/11/08	04/22/08
JUNE	04/10/08	04/14/08	05/27/08
JULY	05/08/08	05/13/08	06/24/08
AUG	06/09/08	06/13/08	07/29/08
SEPT	07/10/08	07/14/08	08/26/08
OCT	08/08/08	08/12/08	09/30/08
NOV	09/09/08	09/15/08	10/28/08
DEC	10/09/08	10/13/08	11/25/08

Sailing WORLD 2008 SCHEDULE

	SPACE CLOSE DATE	MATERIAL DUE DATE	ON-SALE DATE
J/F 08	11/12/07	11/16/07	01/01/08
MAR	01/18/08	01/22/08	03/04/08
APR	02/12/08	02/14/08	04/01/08
MAY	03/12/08	03/14/08	04/29/08
JUNE	04/17/08	04/21/08	06/03/08
J/A	05/09/08	05/13/08	07/01/08
SEPT	07/17/08	07/21/08	09/02/08
OCT	08/19/08	08/21/08	10/07/08
N/D	09/12/08	09/16/08	11/04/08
J/F 08	11/11/08	11/14/08	12/30/08

2008

MECHANICAL SPECS



55 Hammarlund Way
 Middletown, RI 02842
 Tel: 401-845-5100
 Fax: 401-845-5180
 www.cruisingworld.com
 www.sailingworld.com
SALLY HELME
 Publisher
 Tel: 401-845-5105
 Fax: 401-845-5180
 sally.helme@bonniercorp.com

DAVID GILLESPIE
 Central US & Eastern Canada
 Tel: 303-973-8636
 Fax: 303-973-1745
 david.gillespie@bonniercorp.com

TED RUEGG
 Mid-Atlantic & Southern Europe
 Tel: 410-263-2484
 Fax: 410-263-9567
 ted.ruegg@bonniercorp.com

MICHAEL TAMULAITES
 New England & Northern Europe
 Tel: 401-845-5146
 Fax: 401-845-5180
 michael.tamulaites@bonniercorp.com

JAN PETERSON
 Southeast & Caribbean
 Tel: 252-728-7884
 Fax: 252-728-7885
 jan.peterson@bonniercorp.com

CLAUDETTE CHAISSON
 West Coast & Pacific Rim
 Tel: 760-943-6681
 Fax: 760-943-0665
 claudette.chaisson@bonniercorp.com

MICHELLE ROCHE
 Classified & Special Sections Manager
 Tel: 401-845-5140
 Fax: 401-845-5180
 michelle.roche@bonniercorp.com

JENNIFER DAVIES
 Special Sections Sales
 Tel: 401-845-5152
 Fax: 401-845-5180
 jennifer.davies@bonniercorp.com

NON MARINE SALES

Detroit
RPM ASSOCIATES
LIZ HOLOWATY
 Tel: 248-230-3777
 Fax: 248-230-3780
 liz@rpmassoc.com

West Coast
MEDIACENTRIC
STEVE THOMPSON
 Tel: 415-435-4678
 Fax: 415-435-8099
 stevet@mediacentricinc.com

New York
BONNIER CORPORATION
TOM RUDD
 Tel: 212-219-4604
 Fax: 212-219-4698
 tom.rudd@bonniercorp.com

AD SIZES & MECHANICAL REQUIREMENTS

Trim-size of publications are 8" x 10 3/4".

Gutter (non-bleed) spread 15 1/8" x 10"	384 mm x 254 mm
Full page 7" x 10"	178 mm x 254 mm
2/3 page 4 5/8" x 10"	118 mm x 254 mm
1/2 page (horizontal) 7" x 4 7/8"	178 mm x 124 mm
1/2 page (island) 4 5/8" x 7 1/2"	118 mm x 191 mm
1/2 page (vertical) 3 5/16" 10"	84 mm x 254 mm
1/3 page (vertical) 2 1/4" x 10"	57 mm x 254 mm
1/3 page (square) 4 5/8" x 4 7/8"	118 mm x 124 mm
1/4 page (square) 3 5/16" x 4 7/8"	84 mm x 124 mm
1/4 page (horizontal) 7" x 2 3/8"	178 mm x 60 mm

Bleed

Bleed spread 16 1/4" x 11"	413 mm x 279 mm
Trims to 16" x 10 3/4"	406 mm x 273 mm
Full page 8 1/4" x 11"	210 mm x 279.4 mm
1/2 page (horizontal) 8 1/4" x 5 1/2"	210 mm x 140 mm
1/2 page (vertical) 4" x 11"	102 mm x 279 mm
Junior Spread 16 1/4" x 5 1/2"	413 mm x 140 mm

**No live matter allowed within 5/16" (8 mm) of final trim size.
 All live bleed image must extend 1/8" (3 mm) past the trim line.**

Cruising World: Printed web offset, perfect bound.

Sailing World: Printed web offset, saddlewire.

